

Back to School: How to Keep Children Safe

*A Traffic Safety Guide for
Municipalities*





Understanding the Challenge

Over 100 children are injured every day in the U.S. while walking or biking to school.

With increased traffic and distractions, such as kids being on their phones while walking, the start of the school year presents unique challenges for child safety.

Improve Crosswalk Visibility

Recommendation: Install high-visibility crosswalks near schools.

Benefits: Improves driver awareness and reduces pedestrian accidents.

Action Point: Regularly repaint crosswalks and consider adding pedestrian-activated signals.

Implement Speed Reduction Measures:

Recommendation: Enforce lower speed limits in school zones.

Benefits: Reduces the likelihood and the severity of accidents.

Action Point: Use automated speed camera systems and signage to ensure compliance.

Educate the Public

Recommendation: Launch educational campaigns on road safety and the benefits of speed control measures.

Benefits: Raises awareness among drivers, parents, and children.

Action Point: Partner with local schools to distribute safety materials and host events.



Enhance Crossing Guard Programs

Recommendation: Increase crossing guard presence during school hours.

Benefits: Provides a visible safety measure and helps guide children safely across streets.

Action Point: Train and equip crossing guards with reflective vests and stop signs.

Monitor and Adapt

Recommendation: Regularly review and analyze traffic patterns and dangerous areas around schools.

Benefits: Helps identify new risks and adapt strategies accordingly.

Action Point: Use smart traffic data and feedback from the community to make continuous improvements.



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safety programs.**

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watching and caring!**

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